

100

Fig. 1

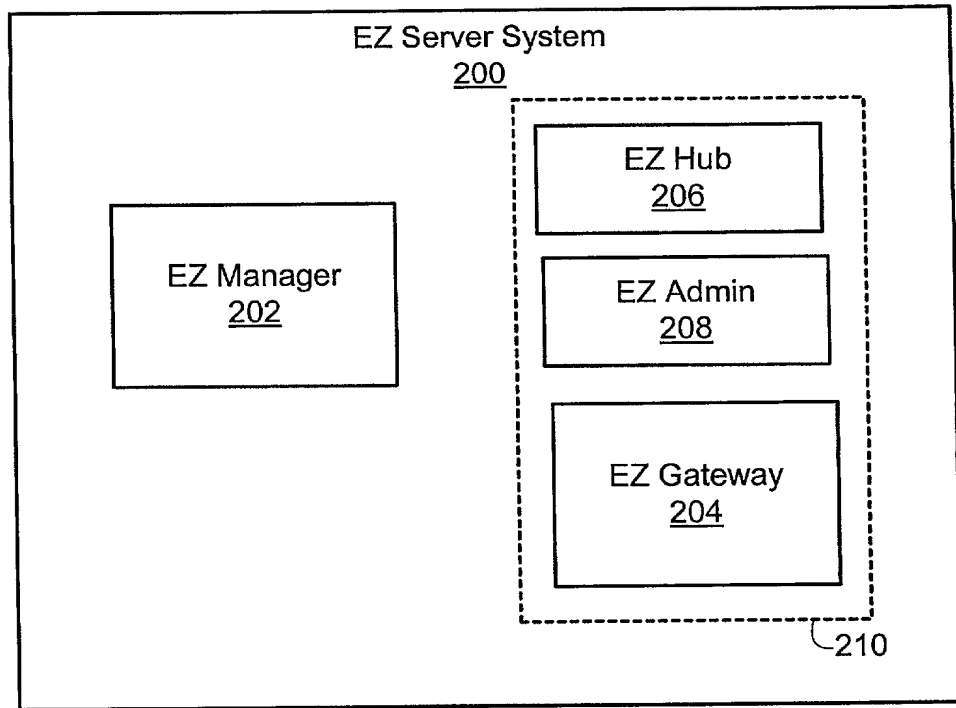


Fig. 2

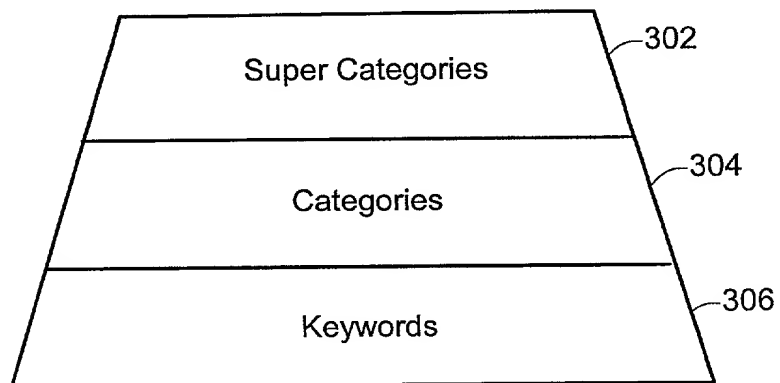


Fig. 3

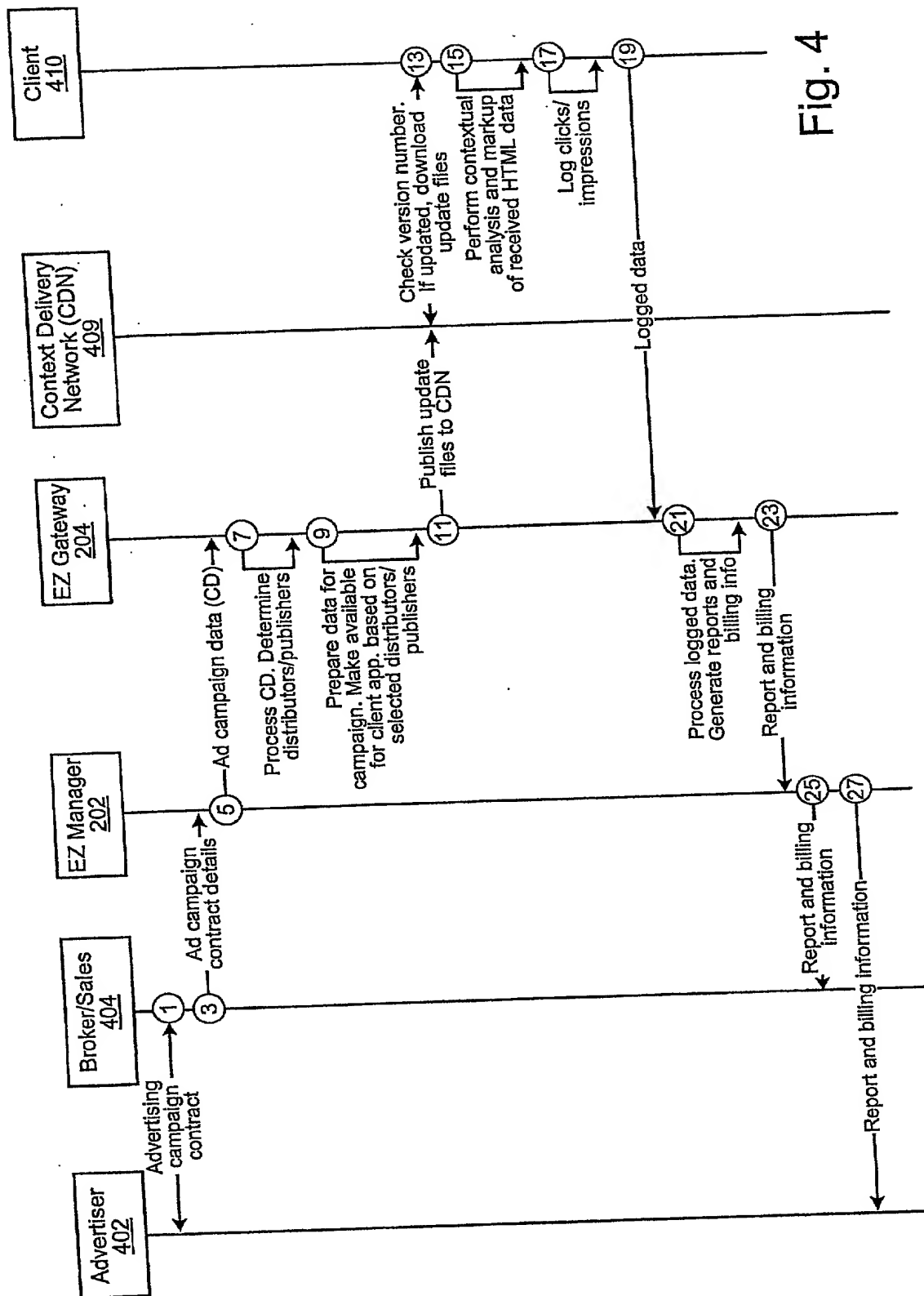


Fig. 4

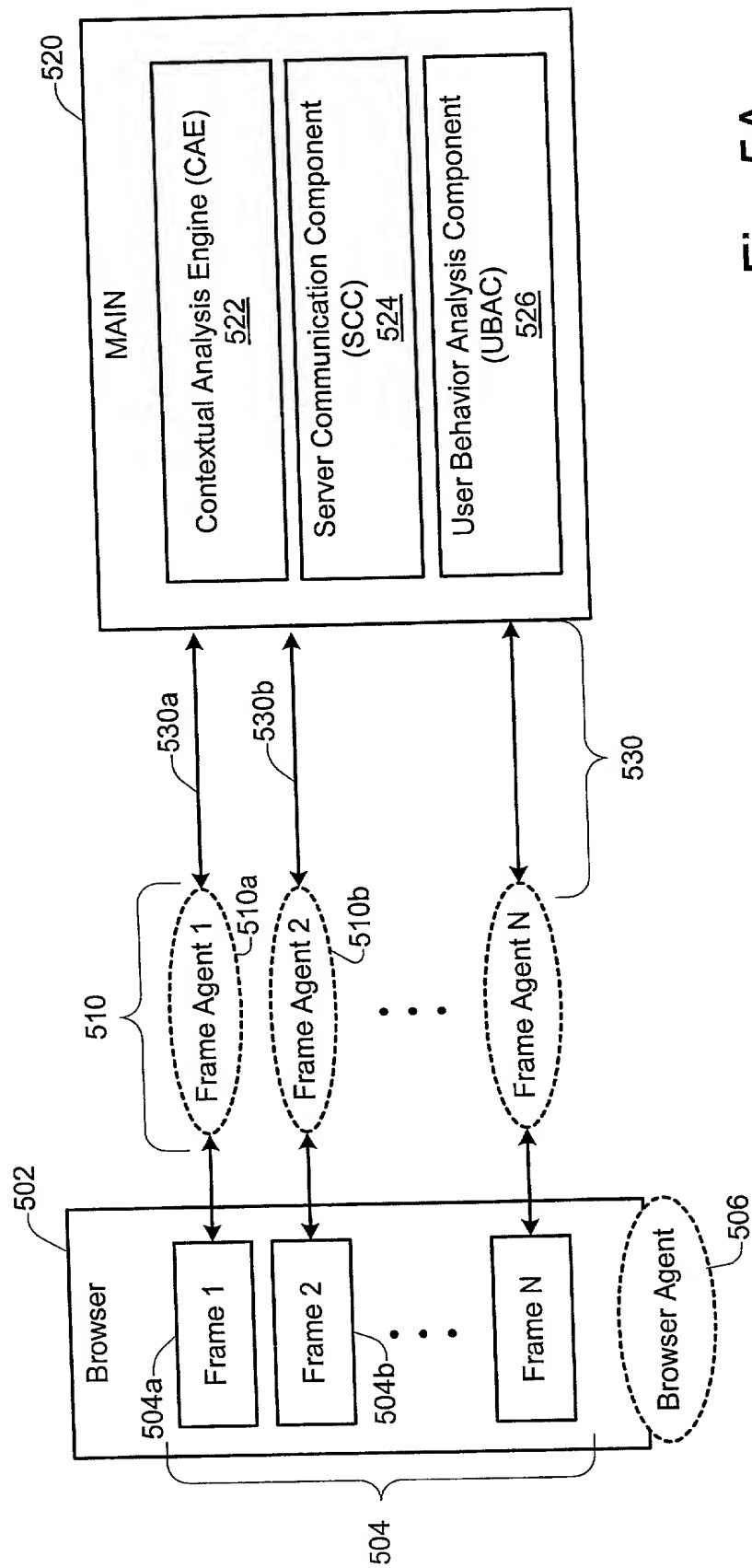


Fig. 5A

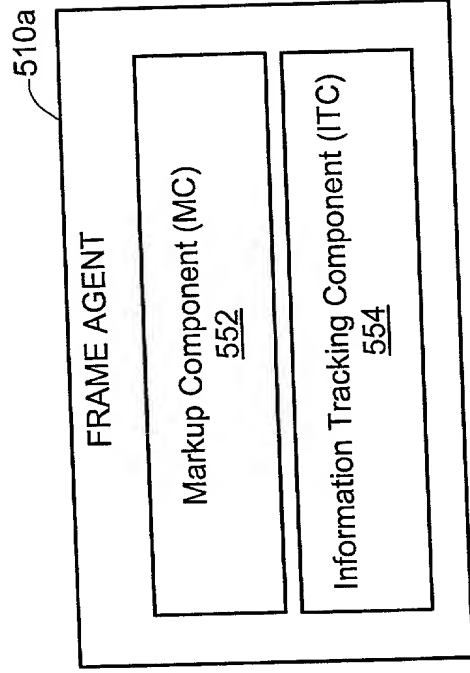


Fig. 5B

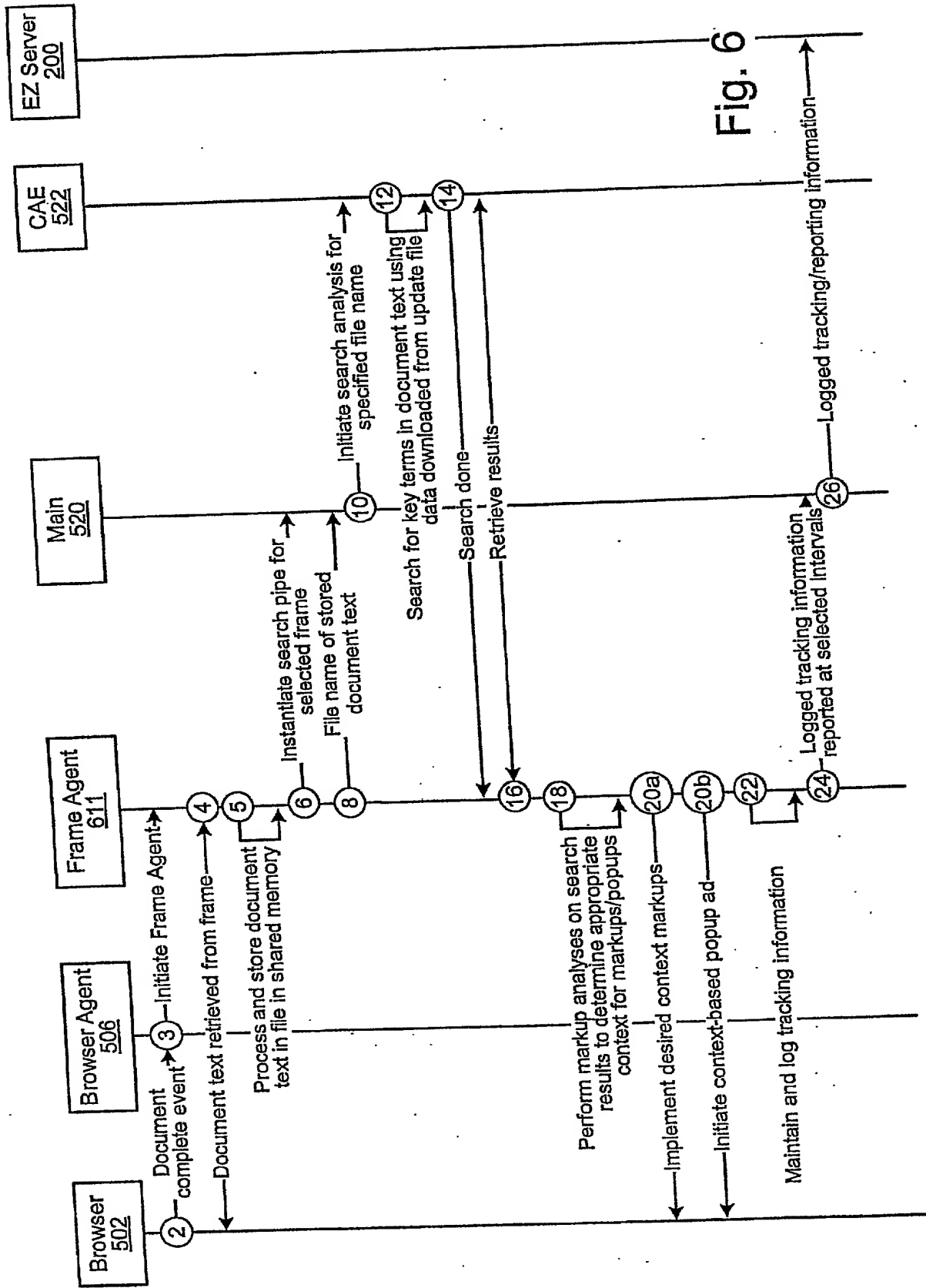


Fig. 6

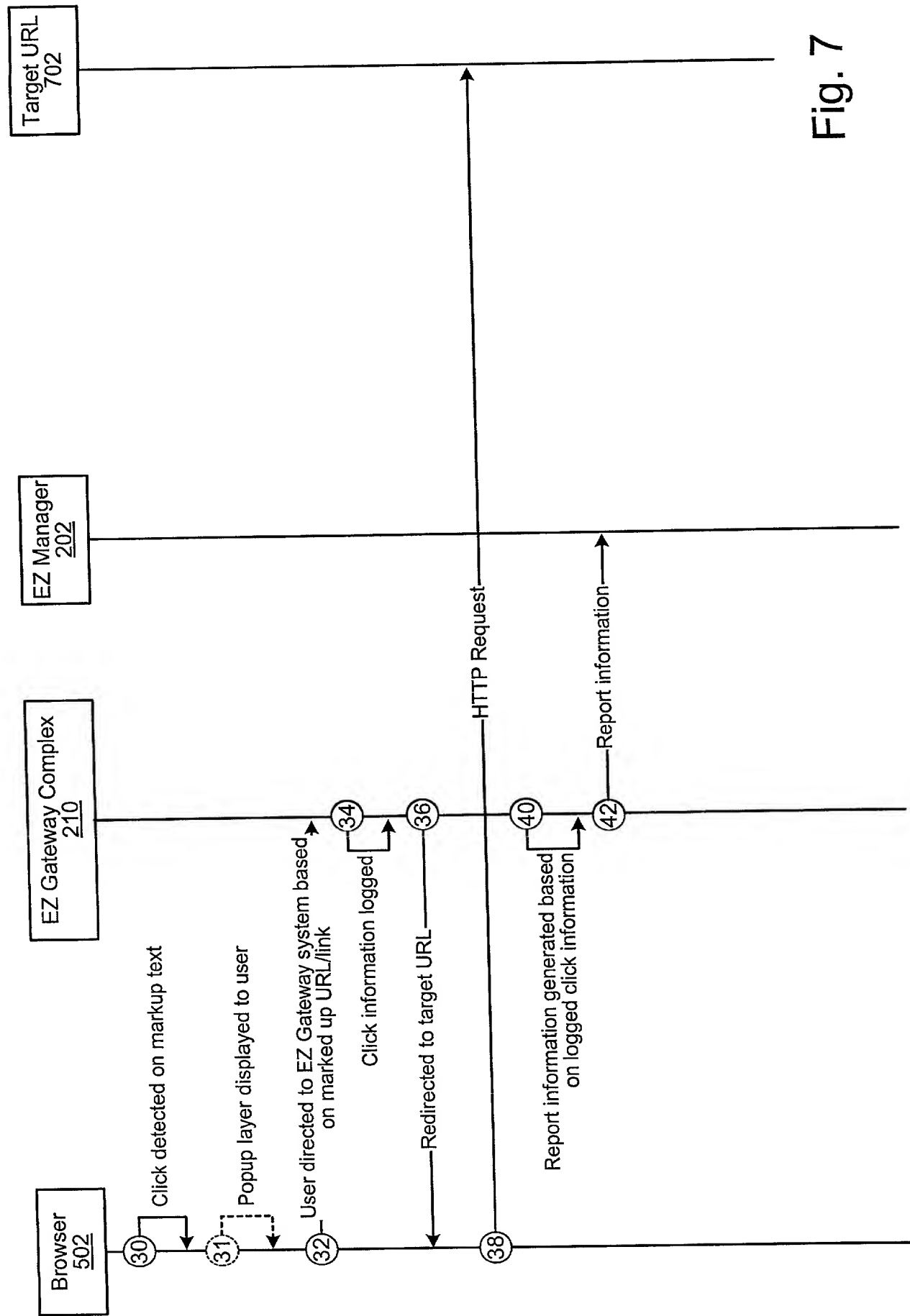


Fig. 7

Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator
802	804	806	808	812	814	816

Fig. 8

800

Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID
902	904	906	908	912	914	916	918

Fig. 9A

900

Site ID	Site Name	Group ID
1002	1004	1006

Fig. 10

1000



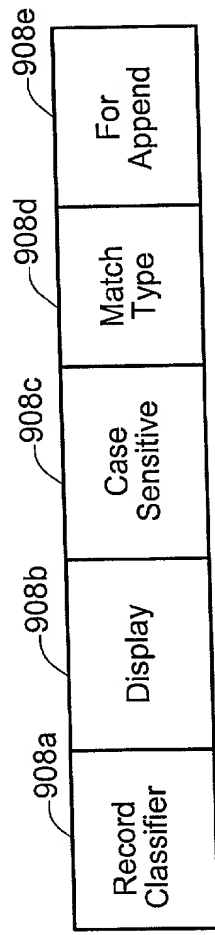


Fig. 9B  
→ 908

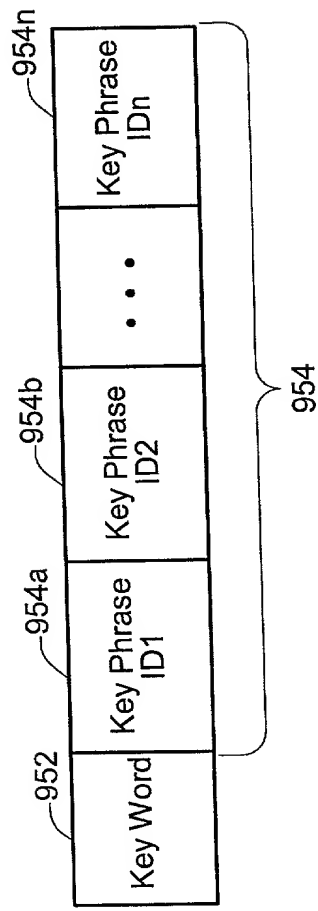


Fig. 9C  
→ 950

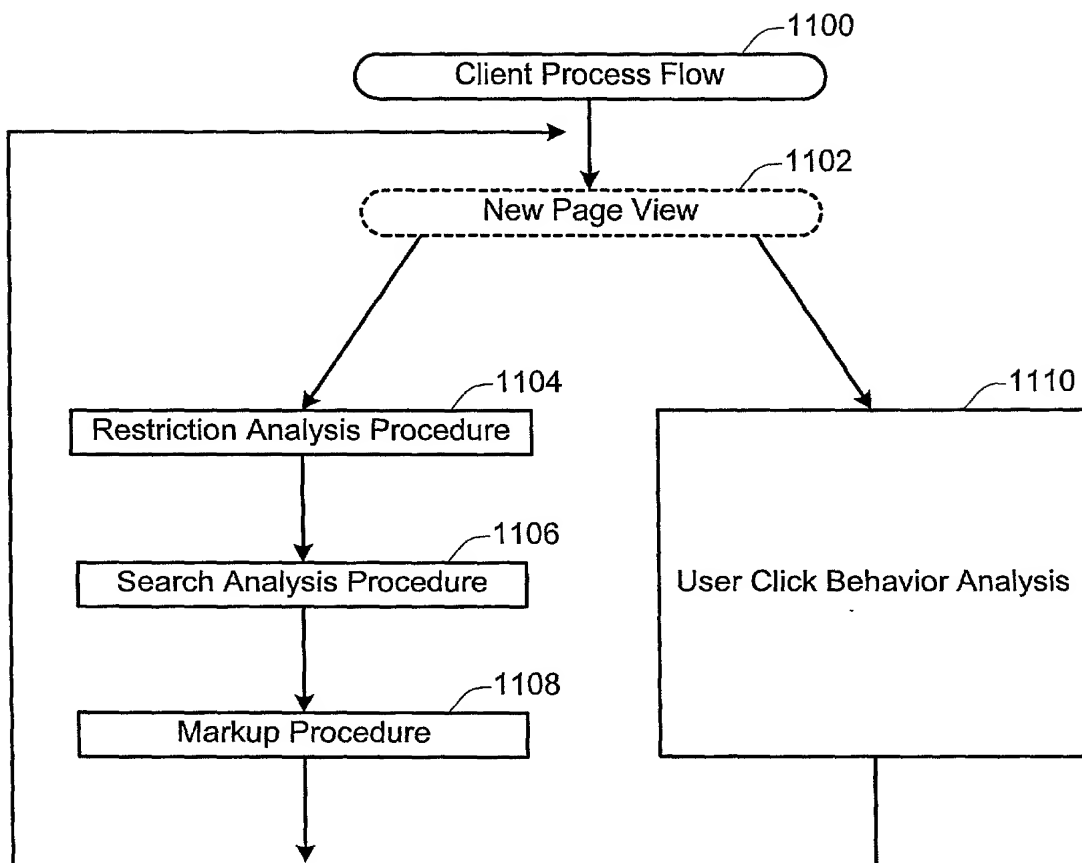


Fig. 11

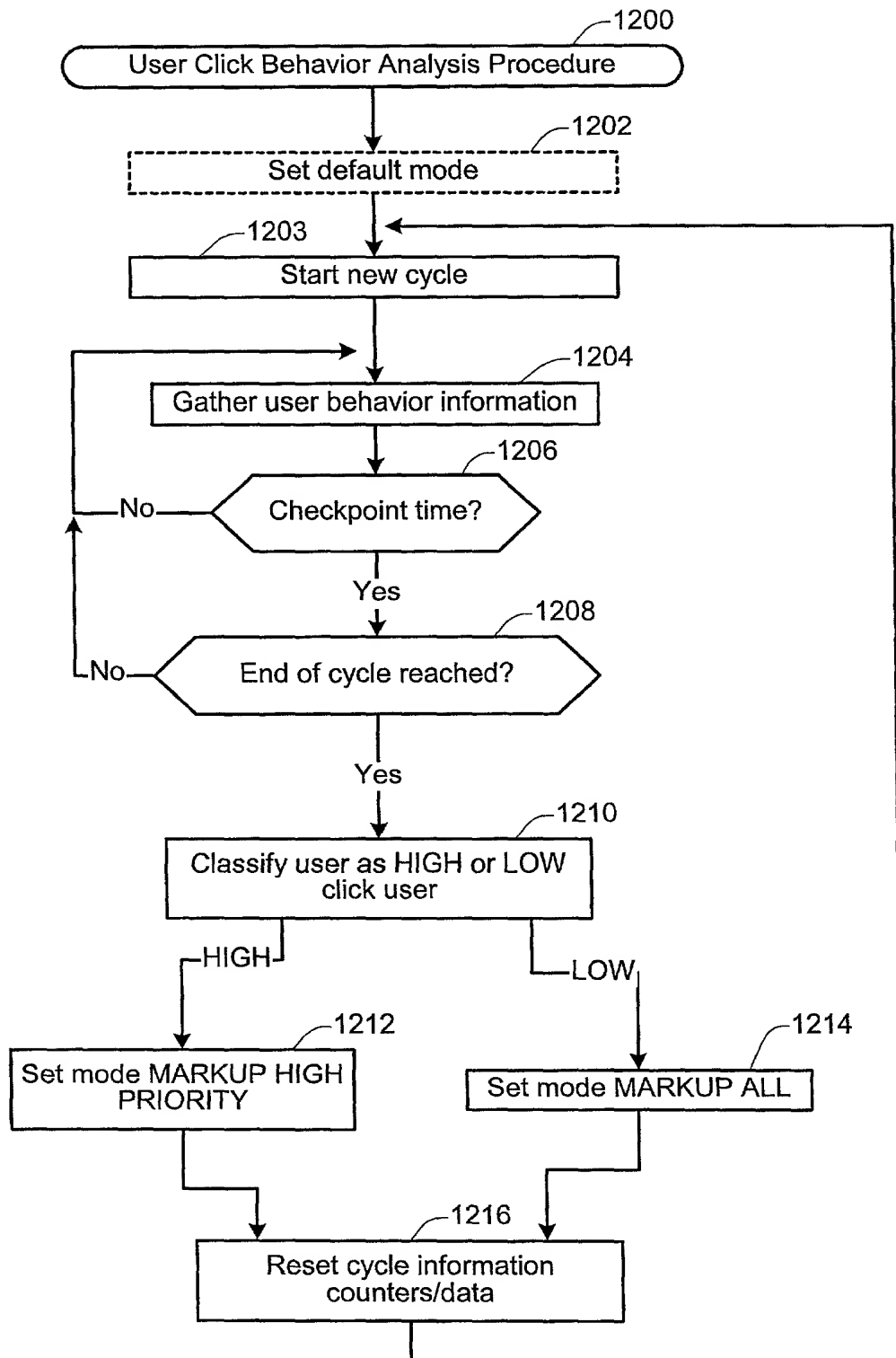


Fig. 12

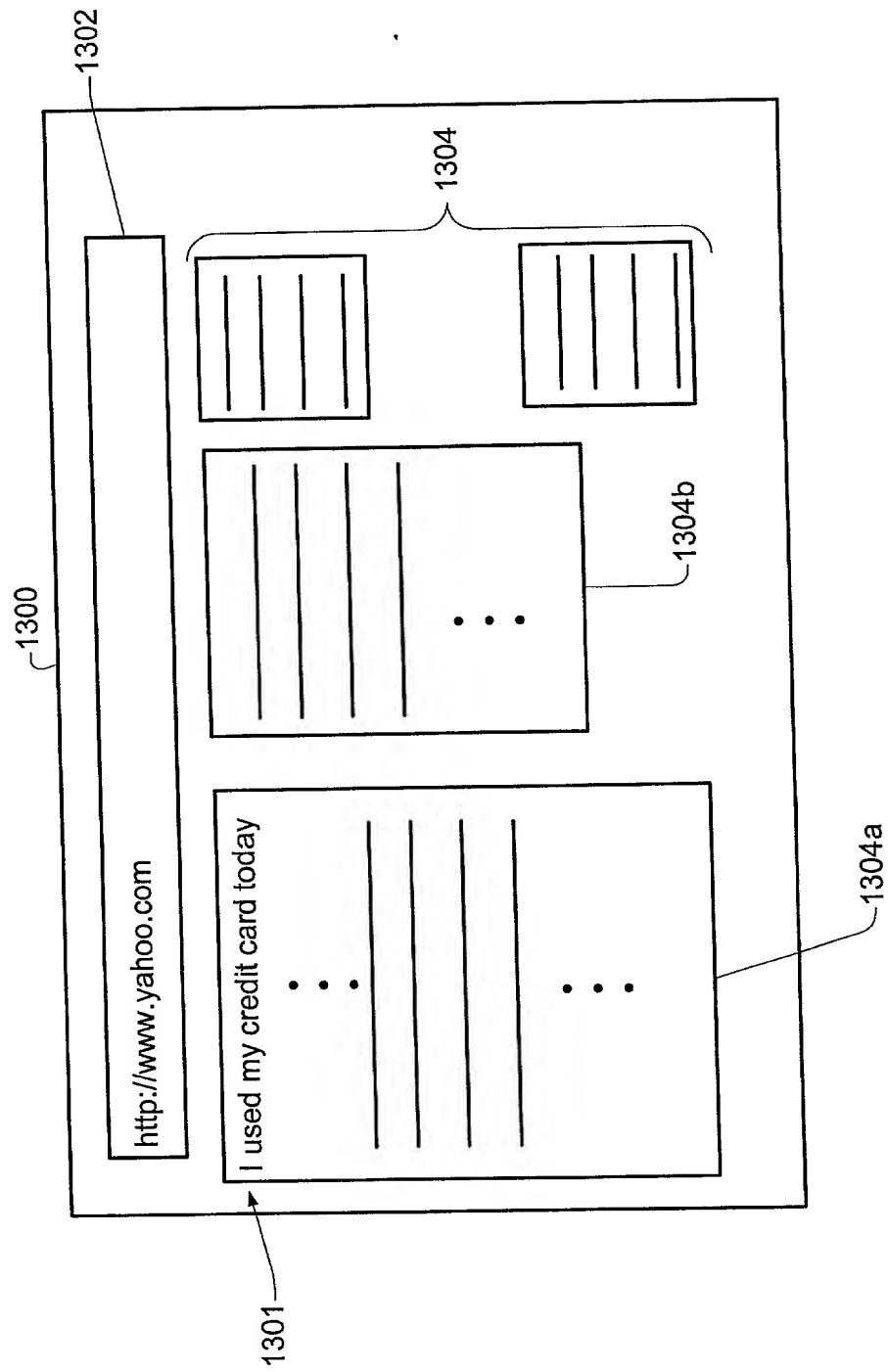


Fig. 13

credit	4000	4002	4005
--------	------	------	------

1402

1404

1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000
4002	Exact	"credit check"	100		9000
4005	Fuzzy	"credit card APR"	60	"used"	9000

1440 Fig. 14B

5001	www.yahoo.com	2
5002	www.cnn.com	0

Fig. 14C

1460

9000	5002	-
------	------	---

1480

Fig. 14D

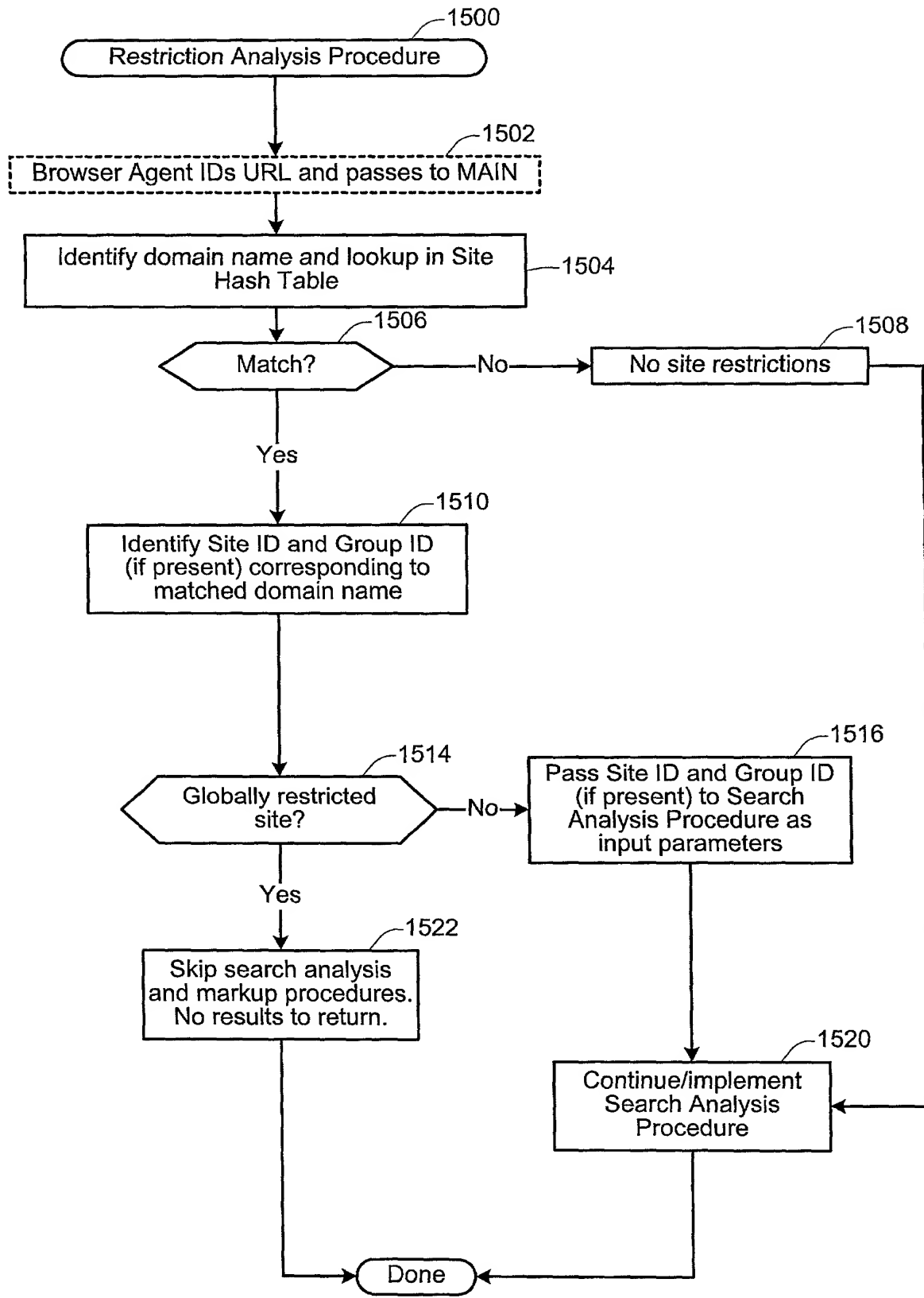


Fig. 15

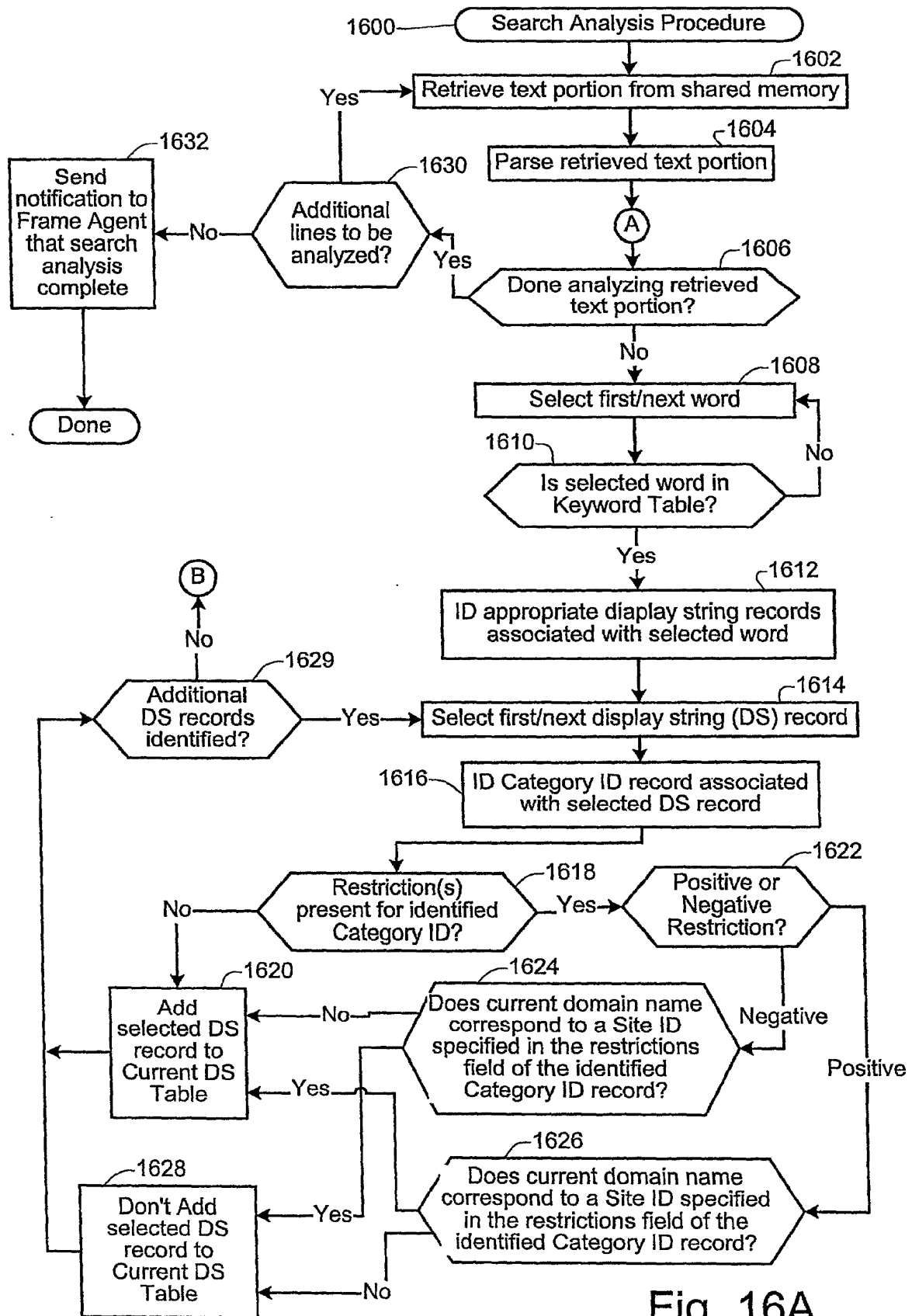
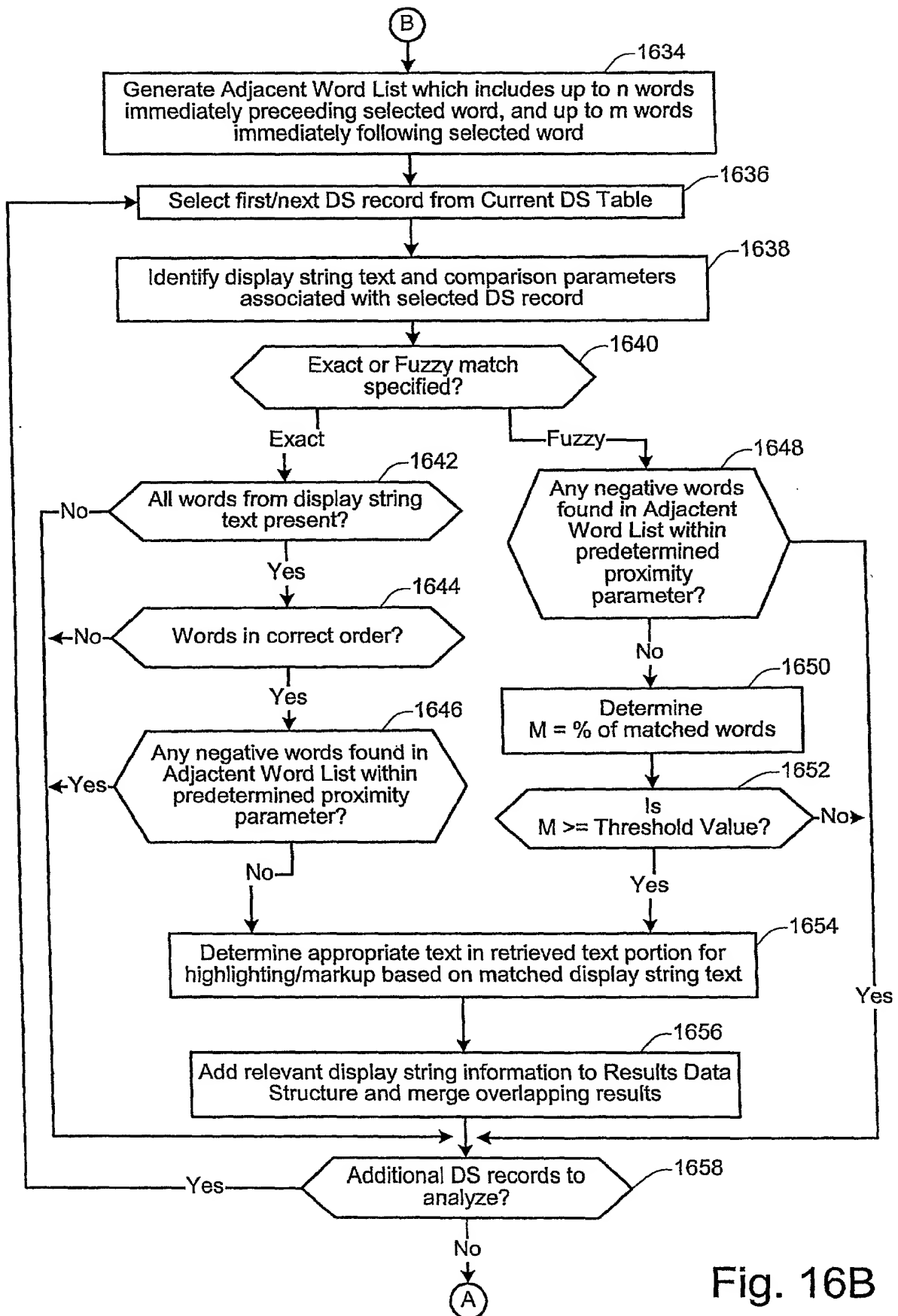


Fig. 16A





I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

← 1710

1712 ↗ 1714 ↗

credit	card
x	x

Fig. 17B

← 1720

credit	check
x	

Fig. 17C

← 1730

credit	card	APR
x	x	

Fig. 17D

← 1740

4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E

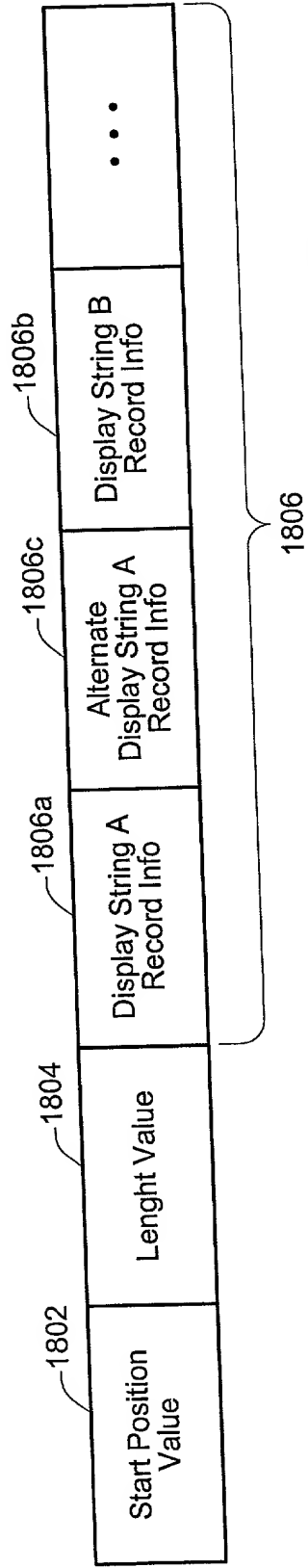


Fig. 18

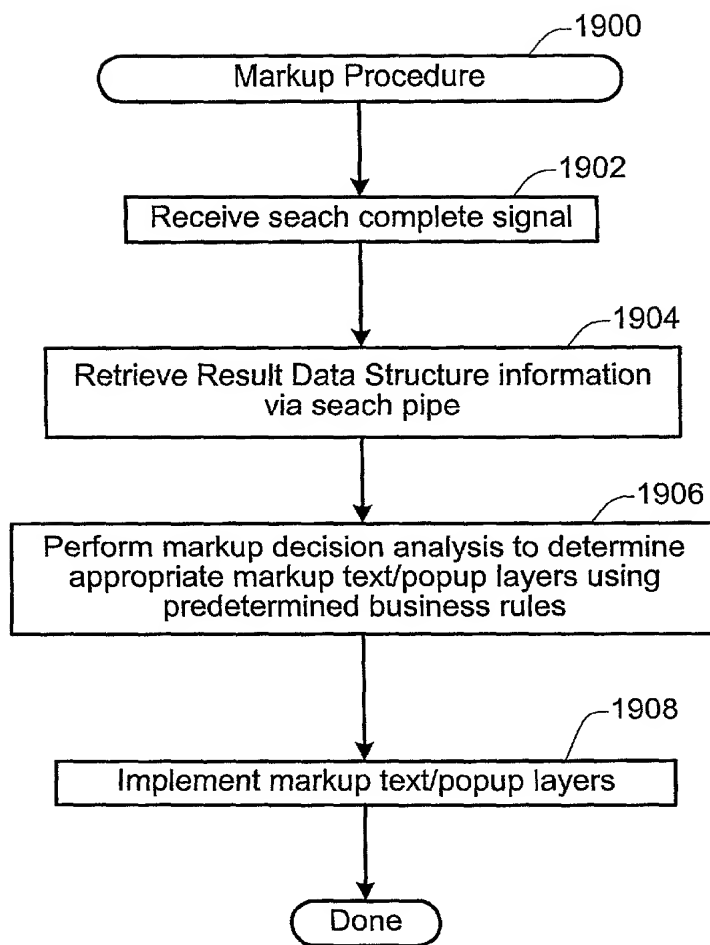


Fig. 19

## 2002



**Home Equity**

-2004

### Adjustable-Rate

- ☛ Cost-of-Funds Rate-Capped ARMs
- ☛ Treasury-Indexed Rate-Capped ARMs
- ☛ LIBOR Rate-Capped ARMs
- ☛ A-minus

2006

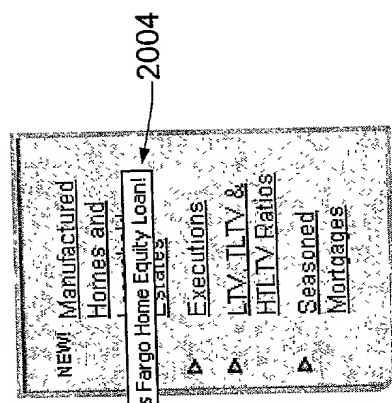


Fig. 20

Searched the web for online gamb

**The no.1 online casino - click**  
[www.Casino-On-Net.com](http://www.Casino-On-Net.com)    Play

**Online Gambling Casino Games**  
[www.romancasino.com](http://www.romancasino.com)    Rewards and Gift Certificates! Don't miss out on the fun!

Online Sports Betting and Internet Casino - OasisCasino.com!  
 Click to PLAY Games for FREE at iWin!

no games!  
 bonus when you play for real money.  
 FREE and REAL Bonus Tokens

Diagram illustrating a vehicle chassis component, specifically a steering knuckle assembly, labeled 2200. The assembly includes a lower control arm, a steering knuckle, and a wheel hub, connected to a vehicle frame.

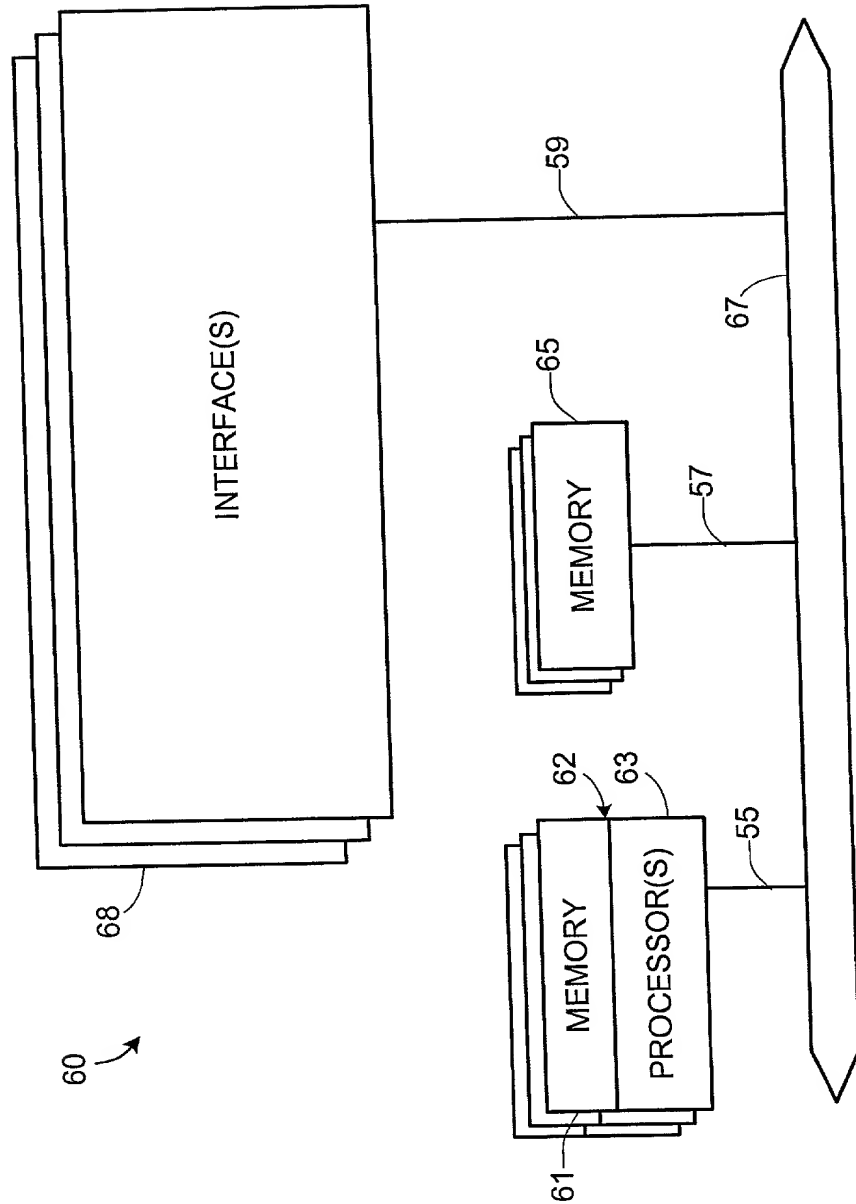
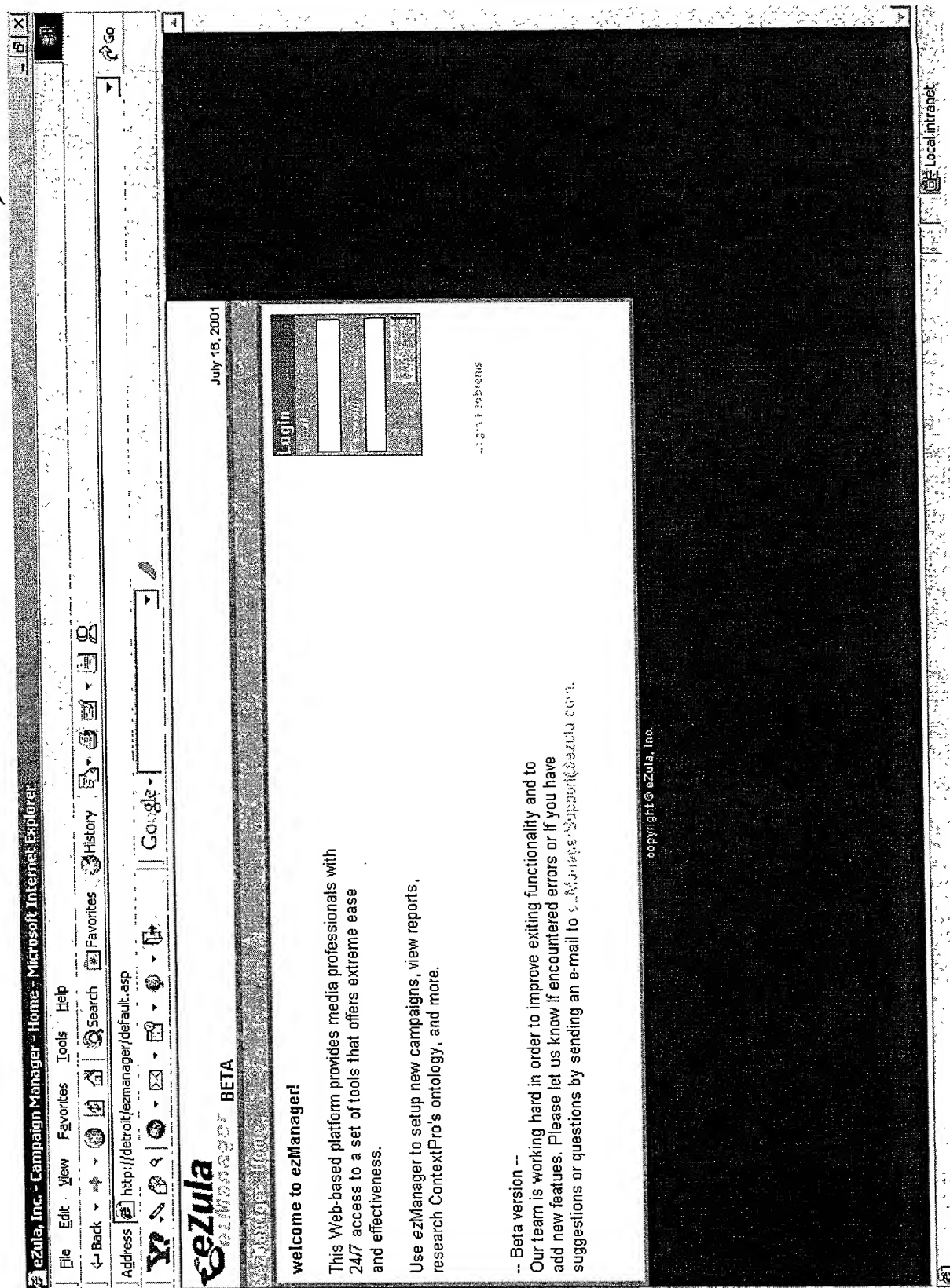


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.70	0.793	0.925	0.93	0.999	0.944	0.90	1.045	0.946	0.94	1.113	1.760
Automotive	0.90	0.937	1.098	1.00	1.116	1.089	1.01	1.091	0.988	0.97	0.905	0.868
Computers & Electronics	0.97	0.909	0.980	0.87	0.931	0.928	0.93	1.000	0.948	0.91	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Books	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Ent & life	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Magazines	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Matchmaking	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Music	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Entertainment: Video	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.95	0.903	1.002	0.97	1.030	1.015	1.03	1.019	0.989	0.97	1.001	1.113
Home & Family: Home	0.82	0.810	0.977	1.06	1.198	1.112	1.03	1.067	0.998	1.03	0.953	0.896
Home & Family: Pets	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.77	0.807	0.921	0.94	1.000	0.965	0.92	0.985	0.915	0.95	1.170	1.631
Sports												
Sports: Sportsgear	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Telecom												
Travel												

Fig. 23

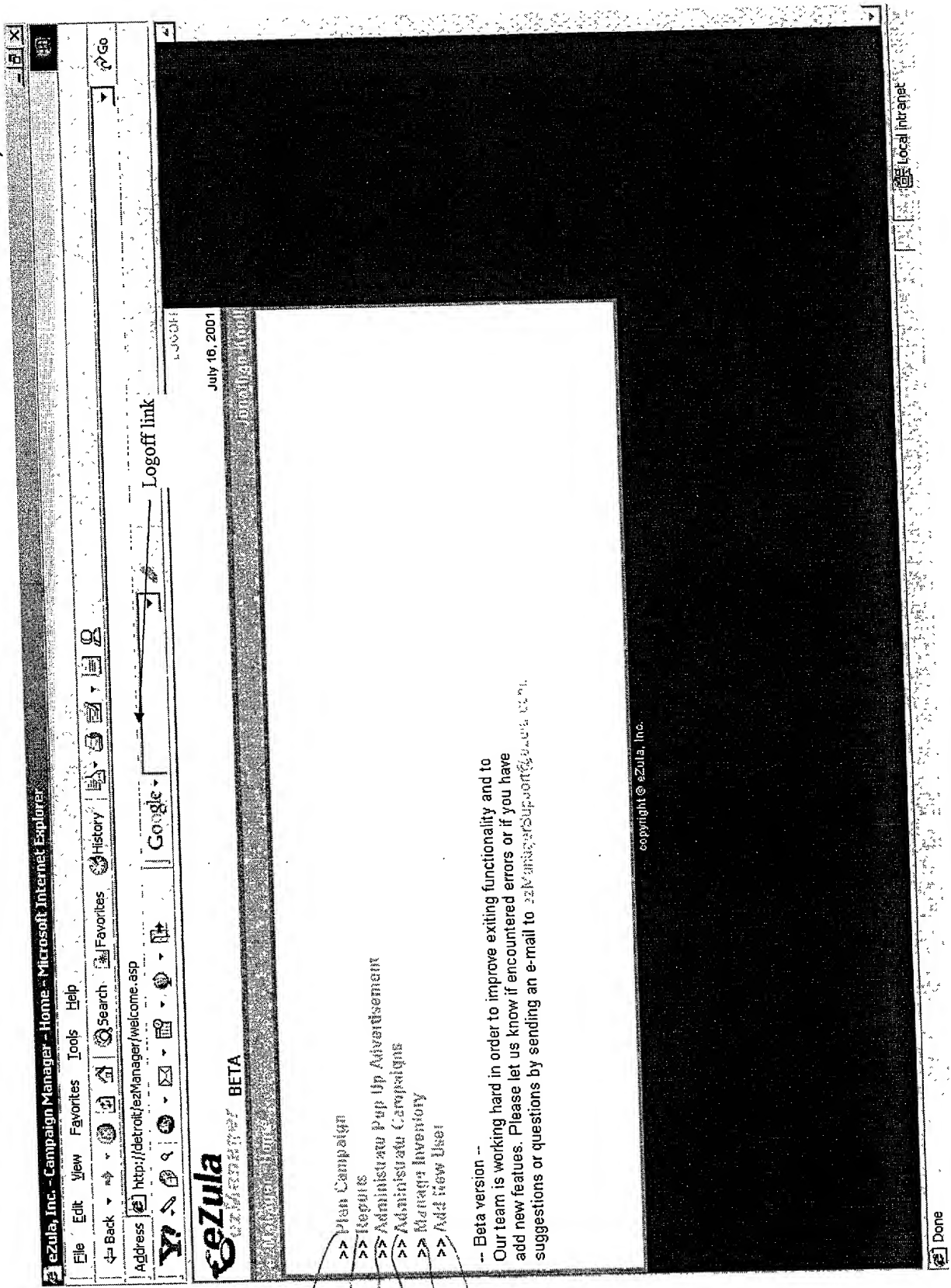




**Fig. 24A**

1062307-1252-11560

3001



3002  
3003  
3004  
3005  
3006  
3007

Fig. 24B

106600" 42561660

3008

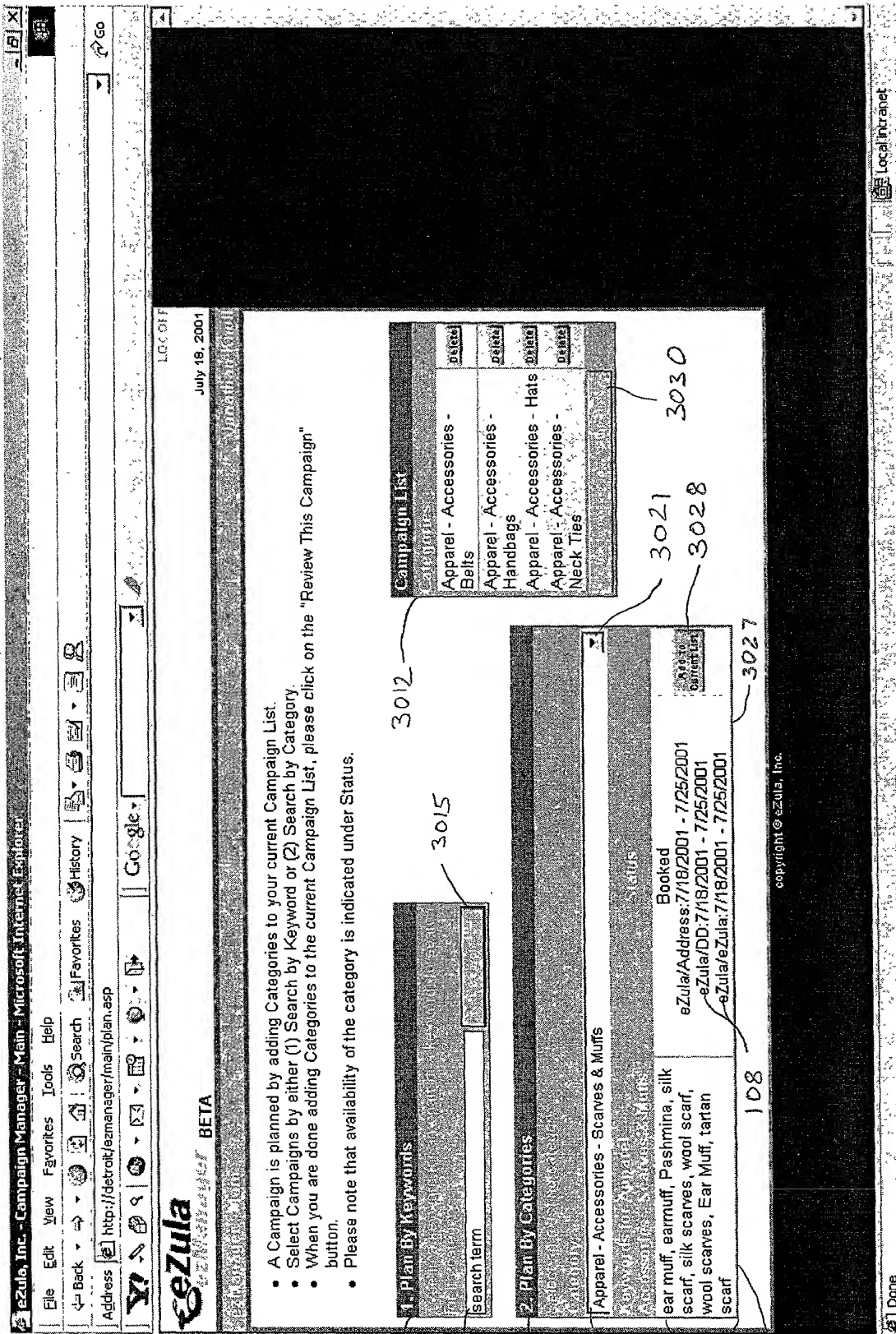


Fig. 24C

00250" 42524600

3016

ezZula, Inc. - Campaign Manager - Search Results - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detroit/ezManager/Main/SearchResults.asp?SearchString=clothing

ezZula BETA

July 2, 2001

3013

Search results for "clothing"

Clothing	Days	Total	Select
Babylon:14, Imesh:0, LingoWare:59, Sum: 73	7	384	<input type="checkbox"/>
<b>Apparel</b>		6/27/2001 - 7/4/2001	<input checked="" type="checkbox"/>
Active Wear, Activewear, Boys Apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, clothing clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Women's Apparel			<input checked="" type="checkbox"/>
Babylon:4, Imesh:42, LingoWare:6, Sum: 52			<input type="checkbox"/>
<b>Apparel - Hawaiian</b>		In Current List	<input checked="" type="checkbox"/>
Aloha Shirt, Hawaiian Clothes, Hawaiian Clothing, Hawaiian Shirt, Straw Hat			<input type="checkbox"/>
Babylon:39, Imesh:11, LingoWare:27, Sum: 77			<input type="checkbox"/>
<b>Apparel - Work Clothes and Uniforms</b>		6/27/2001 - 7/4/2001	<input type="checkbox"/>
Uniforms, Work Clothes, Work Clothing			<input checked="" type="checkbox"/>

3016

3017

Campaign List

Apparel - Hawaiian

Done

copyright © ezZula, Inc.

Fig. 24D

3031

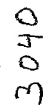


Fig. 24E



3042.

Fig. 24F

www.1254660

3055

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History

Address http://detroit.ezManager/Main/Book.asp#1071

Google

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

Book a Campaign

Category	Destination URL
Apparel - Necktie, Neck Tie, Accessories: bow tie, bowtie, Neck Ties: power tie, tie pin, tie pin	http://www.neckties.com/ (maximum 255 characters)

3046 3047

Campaign Properties

Your Campaign Name	
Beginning of Event	July 20 2001
End Date	July 27 2001
Number of Offers	10000
Name	Jonathan Knoll
Partner	ezula
Agency	The Agency
Advertiser	The Advertiser
Publisher	ezula Address 3060
	Web3K KaZaA eAccel
Campaign Notes	
- Restricted Publishers - Restricted Sites (including advertisers)	

3053 3056 3057 3062

Done Local intranet

copyright © ezula, Inc.

Fig. 24G

3063

3063

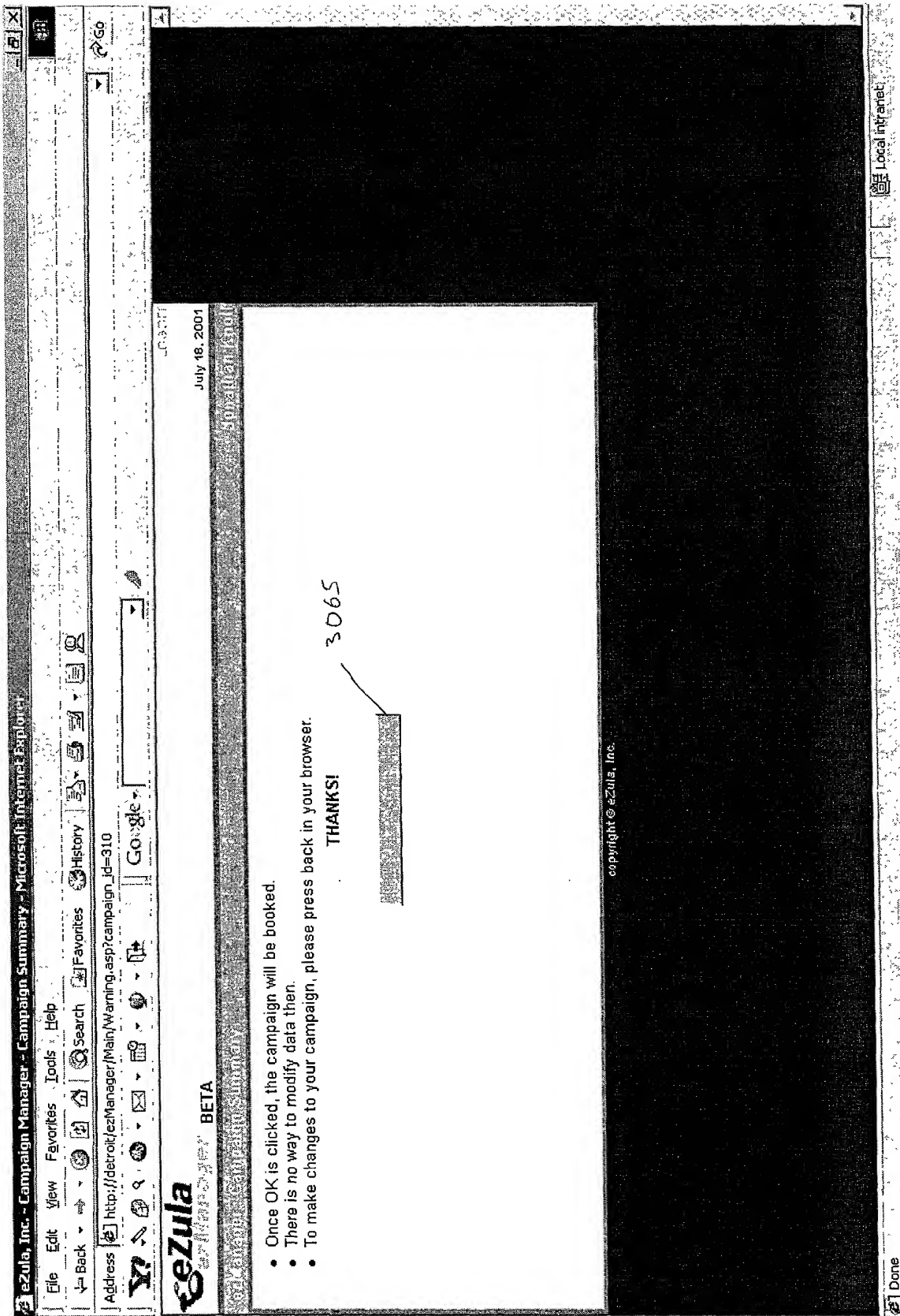


Fig. 24H



106660 4254660

3066

ezula, Inc. - Campaign Manager - Campaign Summary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History

Address: http://detroit/ezmanager/main/summary.asp?campaign\_id=310&book=1083&keywords=View+Keywords

Go

ezula BETA

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager

Jonathan Knoll

ezula

DD, Web3K, KaZaA, eAccel

The Agency

The Advertiser

7/19/2001

7/26/2001

7 days

0.6

10000

- Restricted Publishers - Restricted Sites (including advertisers)

Keywords List

Calendar

april\*

august\*

december\*

february\*

january\*

july\*

june\*

march\*

may\*

november\*

october\*

september\*

Category Information

Category: Calendars

Booked For: DD, eAccel, KaZaA, Web3K

Category: Computing - Downloads - IM

Booked For: Address, DD, eAccel, eZula, KaZaA, Web3K

Book Campaign

your campaign has been booked

July 18, 2001

Jonathan Knoll

Done Local Internet

3067

3068

Fig. 24I

Fig. 24J

105260-72924660

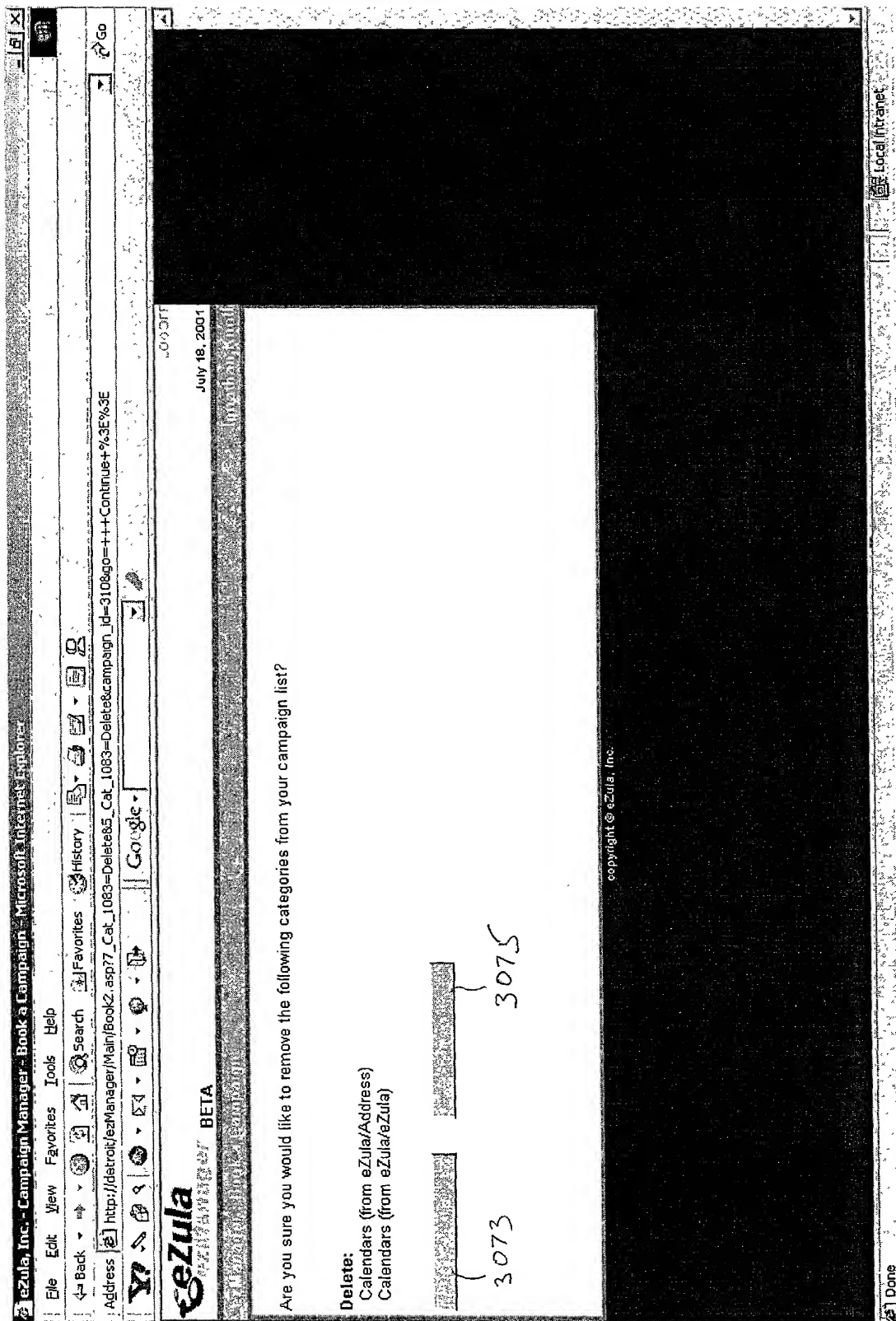


Fig. 24K



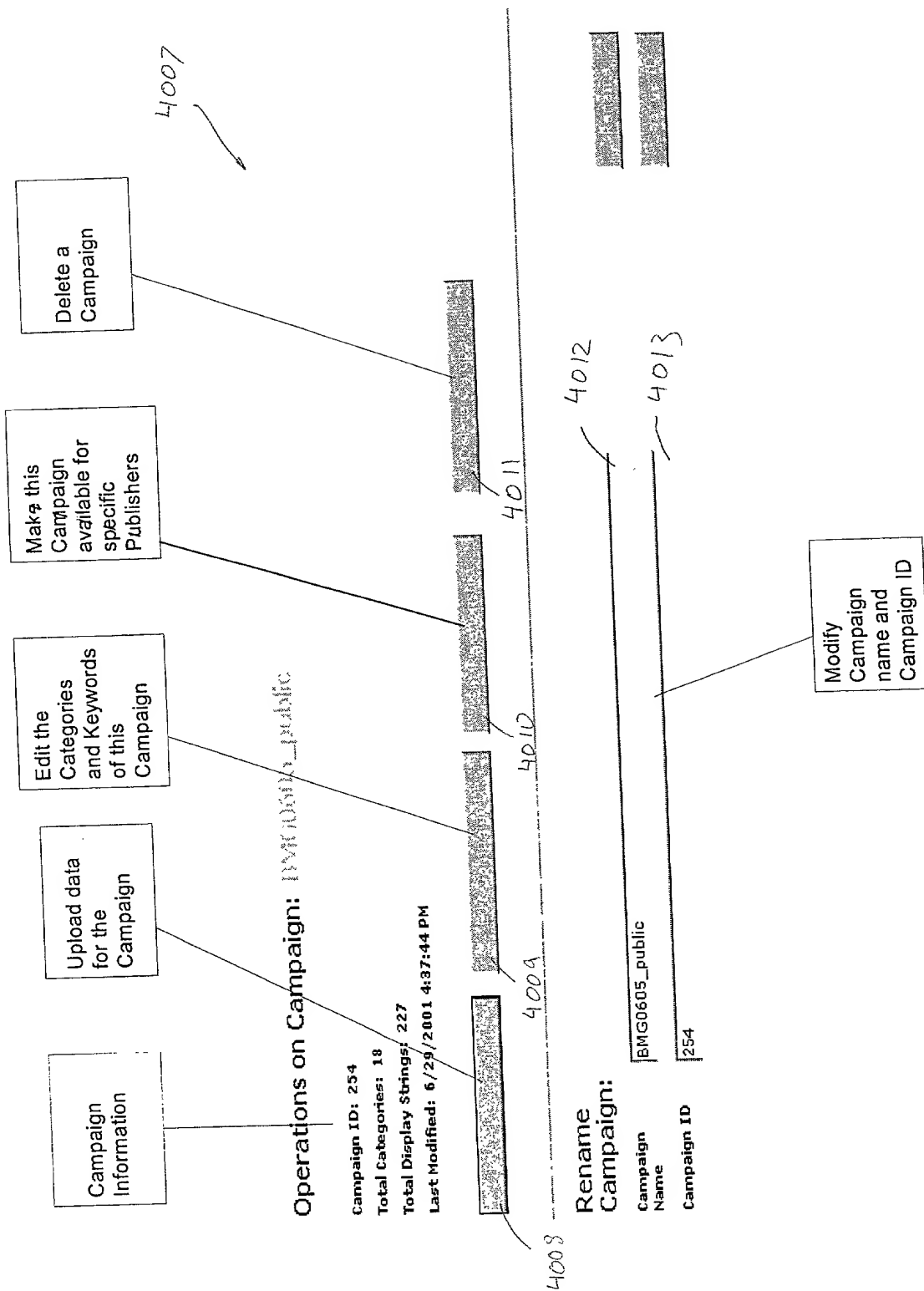


Fig. 25B

**Campaign name**

**Scroll through the Categories**

**Click for Category Properties**

**Click to manage keywords**

View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter

Current Index: all

Edit campaign: BMG0605\_public

Edit Category	Edit keywords of the category
Music - Styles Classic #	Keywords
Music - Styles	Keywords
Music	Keywords
Music - Artists	Keywords
Music - Artists - Beatles	Keywords
Music - Artists - Spring	Keywords
Music Styles Jazz	Keywords
Music - Artists - Madonna	Keywords
Music - Club	Keywords
Music - Styles Country	Keywords
Music - Styles Rock	Keywords
Music - Styles Hip Hop	Keywords
Music - Styles Rap	Keywords
Music - Styles Soul	Keywords
Music - Styles Alternative	Keywords

Records 1 to 15 of 18

Fig. 25C



**Edit Category Properties**

Category: Music - Styles Classical

Current Site: [www.bmgmusicSERVICE.COM](http://www.bmgmusicSERVICE.COM)

**EDIT**

Limit per page: 3

Priority: 100

Sites: To change: select a new site from the list Sites OR Add a new site (<http://www.site.com>)

Site logic: ☐ Unchecked: This category will NOT show in this site  
☐ Checked: This category will ONLY show in this site

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

Site Logic - show or do not show this category on the specified site(s)

Select Site from list or add new Site

4018

4020

4021

4022

4023

4025

Fig. 25D

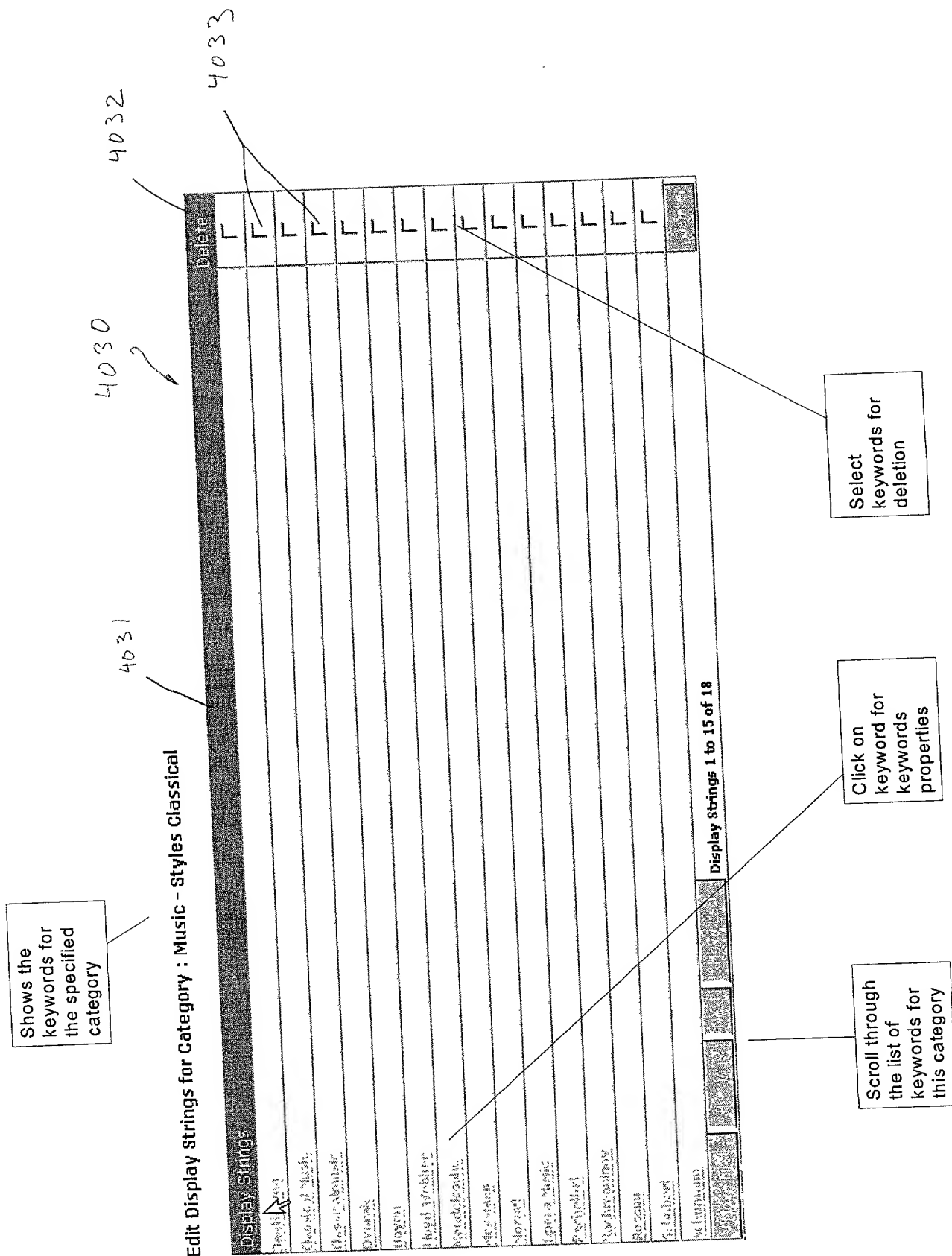


Fig. 25E



Add new Display Strings for Category : Music - Styles Classical

4030

4036

4037

4038

4041

Display String

Title

URL

Keyword (Display String)

Add new keywords for the specified category

Select an existing title from this list.

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title.

Title - the text message that appears on hover

URL destination upon click

http://

Fig. 25F

The screenshot shows the 'Edit Display String Properties' dialog box. The 'Display String: Sade' section contains the text 'CLICK for POP music at the BMG Music Club!'. The 'Edit' section has a dropdown menu with 'Select a title -' and a button 'OR Change current title'. Below this is a text field containing 'CLICK for POP music at the BMG Music Club!'. The 'URL' field contains 'http://service.bfast.com/bfast/click?bfmid=20904140&siteid=37072668&bfpage=pop'. The 'Negatives' field is empty. The '\$CPC' field contains '0.2'. The 'Append' section has a checkbox checked and the text 'Check to append the Title to the Display String like Sade @ [TITLE]'. Annotations include: 'Manage properties for this specific keyword' pointing to the dialog title; 'Current title' pointing to the 'Display String: Sade' label; 'Change Title' pointing to the 'Edit' dropdown; '4042' pointing to the 'Current title' label; '4045' pointing to the 'Display String: Sade' text; '4043' pointing to the 'Edit' dropdown; '4046' pointing to the 'OR Change current title' button; '4048' pointing to the 'URL' field; '4047' pointing to the '\$CPC' field; '4050' pointing to the 'Append' checkbox; 'Check for Append - this will append the title in the specified format' pointing to the 'Append' section; 'Add Negatives in order to fine tune the context of the word within the surrounding text.' pointing to the 'Negatives' field; and 'CPC - Cost per click' pointing to the '\$CPC' field.

Fig. 25G

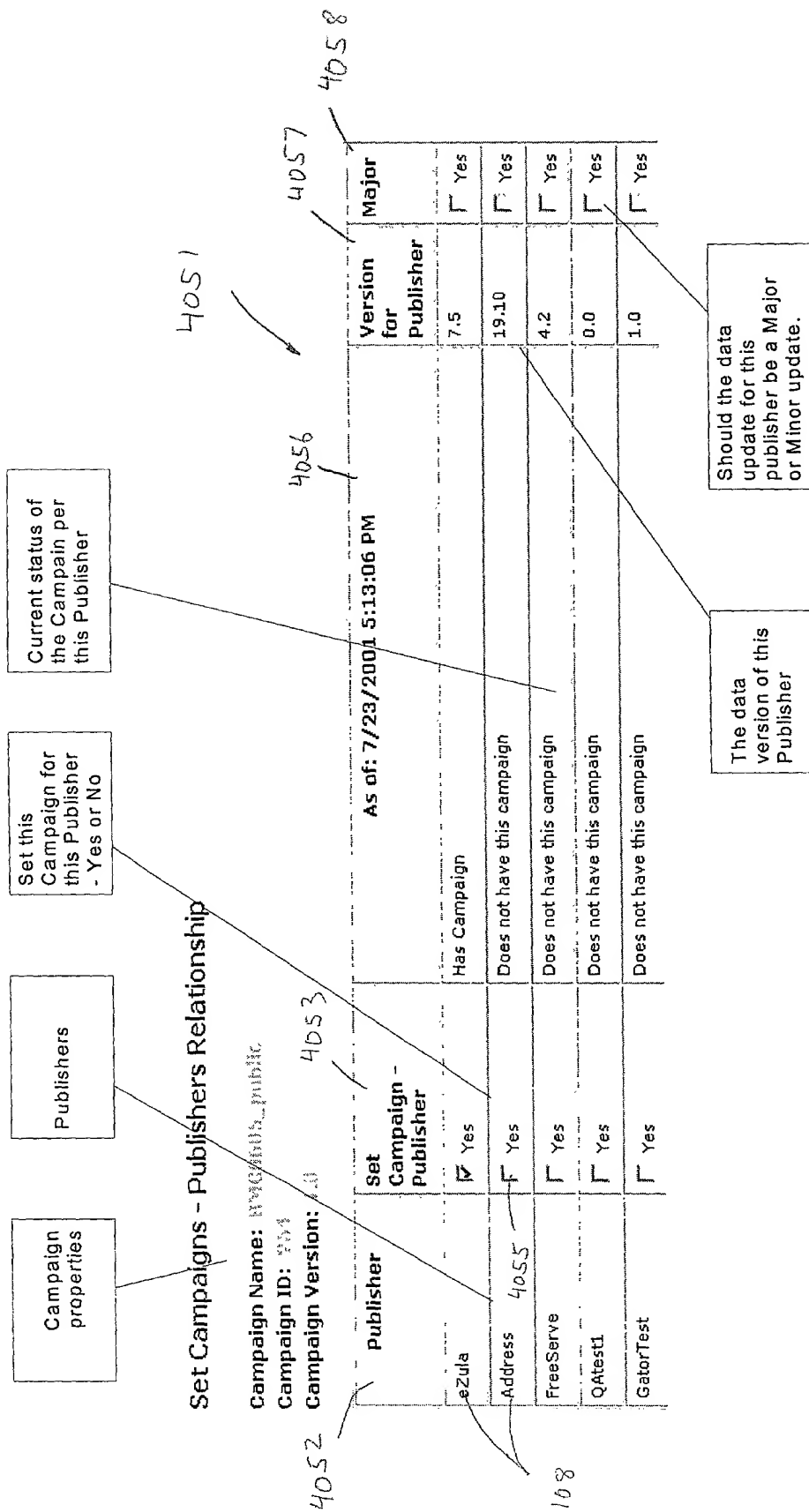


Fig. 25H

Categories  
File

Data File

Campaign  
Name

Campaign  
version

Please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.

Campaign: 4060

Campaign update version: 4.0 4062

Select Display Strings file: 4065

Select Categories file: 4066

Please note that we only support text files (.txt) currently. Excel support will be added in the next few weeks.

Settings:

Load Type:

☒ Entire Set

The Data file includes both existing and new records. If not in this file, it will be deleted.

☐ New & Updated Records

The Data in the file is new records only. This data will be added to your already existing records on the server.

4063

Select between updating the entire set of data or just adding new records

Fig. 25I

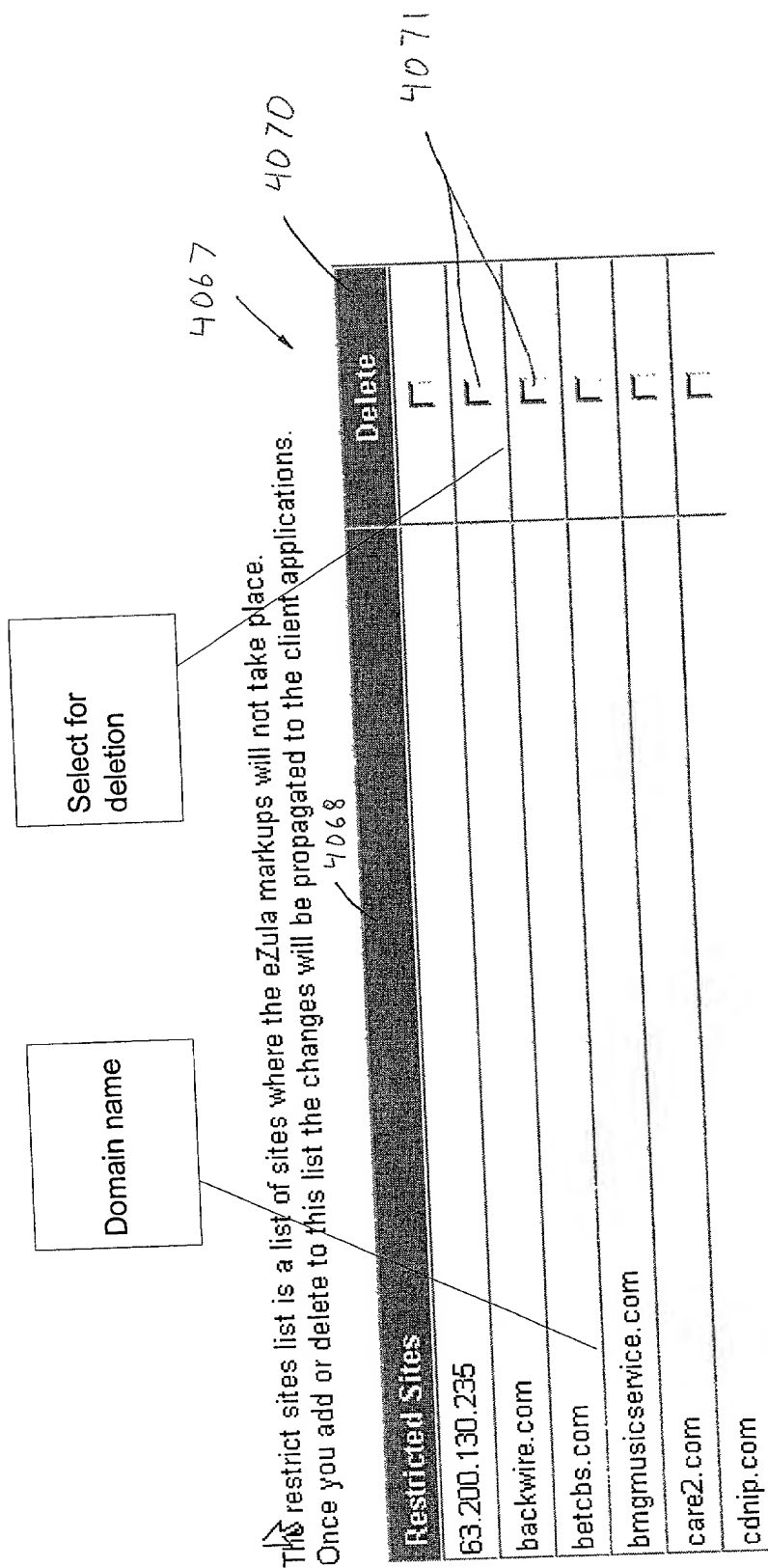


Fig. 25J